GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:2657
ANSWERED ON:06.12.2001
CENTRAL MONITORING SERVICES
VILAS BABURAO MUTTEMWAR

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the Government propose to take Central Monitoring Services out of thePrasar Bharati and convert it into an independent media unit under its direct control;

(b) if so, the details thereof alongwith the reasons therefor;

(c) the nature and the type of programmes monitored by CMS; and

(d) the specific benefits expected to be derived from this change?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING (SMT. SUSHMA SWARAJ)

(a) to (d): The present Central Monitoring Service of All India Radio monitors variousforeign and Indian Radio and Television programmes/channels considered relevant. Whereas on the one hand this is not a part of the core functions of Prasar Bharati, on the other, there is need for a monitoring agency independent of any broadcaster for more effective regulation of cable and broadcasting laws and codes. In the light of this, there have been suggestions that the possibility of the Central Monitoring Service being hivedoff into a separate media unit be explored.